

Message Text

UNCLASSIFIED

PAGE 01 BRISBA 00043 010718Z
ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 USIA-15 /036 W
-----112072 011214Z /17

R 010517Z FEB 78
FM AMCONSUL BRISBANE
TO SECSTATE WASHDC 1046
INFO AMEMBASSY CANBERRA
AMCONSUL MELBOURNE
AMCONSUL PERTH
AMCONSUL SYDNEY
AMEMBASSY SEOUL
AMCONSUL HONG KONG

UNCLAS BRISBANE 0043

FOR COMMERCE

E.O. 11652: N/A
TAGS: BEXP, AS
SUBJECT: BUILDING AND CONSTRUCTION EQUIPMENT CATALOG
EXHIBITION REPORT

REF: 10 FAM 366.4

1. PLACE AND DATE OF EXHIBITION: BRISBANE, AUSTRALIA,
JANUARY 23 - 25, 1978.
2. NUMBER OF FIRMS SUPPLYING CATALOGS: 164, NTM: 118
3. NUMBER SEEKING LOCAL REPRESENTATION: 56
4. NUMBER RECEIVING REPRESENTATION INQUIRIES: 47
5. NUMBER OF ATTENDEES: 218, 88 REGISTERED
6. TOTAL NUMBER OF TRADE INQUIRIES: 482

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7. NUMBER OF EXHIBITING FIRMS RECEIVING INQUIRIES: 132
8. QUALITY AND QUANTITY OF ATTENDANCE AT SUBJ SHOW EXCEEDED
POSTS EXPECTATIONS. RESPONSE TO INITIAL MAILING AND
TRADE JOURNAL CIRCULATION OF BROCHURE WAS EXCEEDINGLY
WEAK BECAUSE OF SUMMER HOLIDAY PERIOD. POST MOUNTED A

LAST MINUTE TELEPHONE CAMPAIGN AND AS POTENTIAL ATTENDEES RETURNED TO WORK ON THE OPENING DAY OF THE SHOW INTEREST SWELLED, WITH INQUIRIES BEING RECEIVED A WEEK AFTER THE SHOW. ESTIMATE THAT ATTENDANCE WOULD HAVE AT LEAST DOUBLED HAD SHOW BEEN ABLE TO BE SCHEDULED TWO WEEKS LATER. ATTENDEES CAME FROM AS FAR AS PORT MORESBY TO THE NORTH, AND MELBOURNE TO THE SOUTH.

9. ITR DOWNES MOVIE SLIDE PRESENTATION AND DISCUSSION WAS VERY WELL RECEIVED. LOCAL PRESS COVERAGE OF THE EVENT WAS ADEQUATE.

10. DETAILED REPORT WILL FOLLOW BY AIRGRAM.
CUMMINGS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 01 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BRISBA00043
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780048-0042
Format: TEL
From: BRISBANE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t197802108/aaaadnht.tel
Line Count: 76
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 867908ce-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 14 feb 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3447287
Secure: OPEN
Status: NATIVE
Subject: BUILDING AND CONSTRUCTION EQUIPMENT CATALOG EXHIBITION REPORT
TAGS: BEXP, AS
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/867908ce-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
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